

# **EXHIBIT 3**



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## Pete Forester (He/Him)

Content Expert and Editorial Director



- New York University

Phoenix, Arizona, United States · [Contact info](#)

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## Activity

819 followers

Pete Forester commented on a post • 3w

Like Eric Palm said, the typeface is an important historical reference and parallel. In terms of the color - no shade on you, but mostly a note: The base font being seemingly black and white (it's a dark blue), has meant that they've been ...show more



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Pete Forester commented on a post • 2mo

Corey is the best! You want to work with Corey!!

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## Experience

### Marketing and Content Strategist

Freelance

Sep 2022 - Present · 2 yrs 1 mo

Helping brands and business owners hone their visions, find their voices, and communicate with their audiences.

💎 Copywriting, Content Strategy and +1 skill



### Career Break

Jul 2022 - Aug 2022 · 2 mos

New York



### Editorial Director

StockX · Full-time

Oct 2019 - Jun 2022 · 2 yrs 9 mos

Greater New York City Area

Lead US-based Editorial team of seven for daily publishing, campaign planning and execution, SEO-optimization and micro-site development while guiding Global Teams' Editorial Strategies. Directed development of an entirely new CMS. Oversaw the creation of platforms for underrepresented voices on StockX channels. Directed Editorial major campaign growth by 4.4x with minor budget spend. Lead cross-team functionality with Creative, Legal, Business Development, Growth (SEO), Product, Go To Market, and Engineering. Managed budget and relationships with outside Engineering/Development vendors.

💎 Project Management, Copy Editing and +11 skills



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### Identity Director

Great Bowery · Full-time

Oct 2018 - Oct 2019 · 1 yr 1 mo

Greater New York City Area

Assembled new international art department from subsidiary art departments, and social media, marketing, and brand teams from the agencies under the Great Bowery umbrella. Managed team of 20. Created and curated original content for all rosters. Created new revenue streams and creative processes. Shaped messaging for all projects produced through agency with agency objectives.

♥ Project Management, Copy Editing and +9 skills



### Contributing Writer

Complex Media · Freelance

Feb 2014 - Oct 2019 · 5 yrs 9 mos

New York, NY

For Complex Magazine and Sole Collector: Executed commissions and pitches with a focus on Men's Sneakers, Style and Current Events. This included reporting, personal essays highlighting Popular Culture, exclusive coverage of international releases from major brands Also operated as a writer of Weekend Daily News with minimal editorial oversight. Also contributed to First We Feast and NTR SCTN.

In 2014, I published "What It's Like to Be a Gay Sneakerhead in a Bro-Driven Culture" with Complex Networks that created a firestorm at a time when LGBTQIA+ representation in Sneaker Culture was almost non-existent. The response was a mix between very positive and very negative and set the scene for an ongoing and valuable conversation. I continued to write annual pieces in this vein for three years.

♥ Breaking News and Journalism



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+4

periences →

## Education



### New York University

Bachelor's Degree, Theater / Acting

2004 - 2007

Microsoft Office and Public Speaking

### Upright Citizen's Brigade

Completion, Sketch Comedy Writing

2011 - 2011

Public Speaking

Show all 3 educations →

## Skills

### Leadership



2 experiences across StockX and 1 other company

### Breaking News



2 experiences across Complex Media and 1 other company

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## Publications

### Why Gay Pride Sneakers Mean More Than You Know

Sole Collector · Jun 9, 2015



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The Gay Pride Collections that sneaker companies are beginning to release every June are more than just a few flashy pairs of sneakers. They are an indicator of community, a voice for the unheard, and a reminder that none of us are alone. Get the full story at SoleCollector.com

### You're Doing It Wrong: How You Can Be Better at Using Sneakers for Good

Sole Collector · Apr 11, 2015

Show publication ↗

Sneakerheads can do better than giving away new sneakers for attention on social media. Using a little know-how and ingenuity, dozens of lives can be affected from ...

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## Honors & awards

### Leadership Recognition

Issued by StockX · Mar 2022



Associated with StockX

### Leadership Recognition

Issued by StockX · Jan 2022



Associated with StockX

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## Interests

### Companies



NBCUniversal

1,138,096 followers



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Copywriter at StockX

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Building Cool Stuff

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Law Office of Aurora D. Brown/GEICO Staff Counsel

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**JJ Lyons**

Creating the technology stack for Evenly Orthodontics using Appian integrated with several OOTB technologies.

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**T. Latrice Carmichael, EMPP**

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**Chris Pagnani, MD**


Medical Director & Founder at Rittenhouse Psychiatric Associates

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**Donald Metcalf**  
The Law Office of Donald Metcalf




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